

Message Text

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PAGE 01 ASUNCI 01192 311809Z

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TAGS: BBSR, PA

SUBJECT: WTDR - ETCHEGARAY & DIAZ DE ESPADA S.A.

REF: USDOC 1143

1. ADDRESS: CASILLA POSTAL 238; CALLE MONTEVIDEO
220/262, ASUNCION, PARAGUAY. CABLE: ETCHEGARAY.
PHONE: 41649. OFFICER: RAUL A. DIAZ DE ESPADA,
PRESIDENTE.

2. LARGE FIRM ESTABLISHED 1923. EMPLOYS 75 OF WHICH 25
ARE IN SALES (13 COUNTER SALES PEOPLE; 9 VISITING SALESMEN
IN ASUNCION; 3 TRAVELLING SALESMEN IN THE INTERIOR).
ACTS AS AGENT, IMPORTER, WHOLESALE AND RETAILER OF A
WIDE RANGE OF PRODUCTS INCLUDING FOODSTUFFS AND
BEVERAGES, PAPERMILL PRODUCTS, BUILDING AND CONSTRUCTION
MATERIALS, ETC.

3. FINANCIAL REFERENCES: FIRST NATIONAL CITY BANK,
CASILLA 1174; BANK OF AMERICA N.T.S.A., CASILLA 1321;
BOTH OF ASUNCION, PARAGUAY. COMMERCIAL REFERENCES:
GENERAL FOODS INTERNATIONAL, 250 NORTH, WHITE
PLAINS, N.Y. 10625; KEM PLASTIC PLAYING CARDS INC.,
745 5TH AVENUE, NEW YORK, N.Y. SAN FRANCISCO, CAL.
94105.

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PAGE 02 ASUNCI 01192 311809Z

4. MAJOR FIRMS REPRESENTED: JOHN WALKER & SONS LTD.,

LONDON, ENGLAND, WHISKEY, SINCE 1925; GENERAL FOODS INTERNATIONAL, FOODSTUFFS, SINCE 1940; VVE. CLICQUOT-PONSARDIN, REIMS, FRANCE, CHAMPAGNE, SINCE 1955; S.A. MARIE BRIZARD, BORDEQUX, FRANCE, LIQUEURS AND CORDIALS, SINCE 1955; KEM PLASTIC PLAYING CARDS INC., PLAYING CARDS, SINCE 1958; DEL MONTE FOREIGN SALES CO., FOODSTUFFS, SINCE 1959; JAS. HENNESSEY & CO., COGNAC, FRANCE, BRANDIES, SINCE 1960.

5. THIS FAMILY-OWNED COPORATION OPERATES FROM ITS OWN LARGE, ADEQUATE PREMISES IN THE CENTER OF ASUNCION. IT IS ONE OF THE TWO LEADING PARAGUAYAN FIRMS HANDLING FOODSTUFFS AND BEVERAGES. ADDITIONALLY, FIRM HAS DIVISIONS WHICH HANDLE PAPERMILL PRODUCTS, BILLING AND CONSTRUCTION MATERIALS AND RELATED PRODUCTS, AND GENERAL IMPORTS AGENCIES. APPROXIMATELY 50 PERCENT OF FIRM'S ANNUAL SALES STEM FROM ITS OWN IMPORTS AND 50 PERCENT FROM ITS SALES AS INDENT AGENT. RAUL A. DIAZ DE ESPADA, SON OF THE FOUNDER, IS A VERY CAPABLE BUSINESSMAN WHO HAS BEEN LARGELY RESPONSIBLE FOR THE GROWTH OF THIS FIRM IN RECENT YEARS. THE COMPANY HAS AGENTS IN THE MOST ACTIVE TOWN OF THE INTERIOR, MAINTAINS A PURCHASING OFFICE IN BUENOS AIRES, ARGENTINA, AND ADVERTISES ADEQUATELY. ITS BUSINESS REPUTATION AND CREDIT RECORD ARE FOOD. IN ADDITION TO ITS OWN FOREIGN LINES AND AGENCIES, THE FIRM TRADED IN PARAGUAYAN AND SOUTH AMERICAN AGRICULTURAL PRODUCTS, AND OTHER DIVERSE TYPES OF GOODS (JUTE BAGS FROM INDIA, BALL-POINT PENS FROM GERMANY, CARBON PAPER FROM AUSTRIA, BRAZILIAN FIBER BOARD, CANADIAN ALUMINUM SHEETS, ETC). THIS FIRM IS RECOMMENDED AS A SUITABLE CONTACT FOR U.S. SUPPLIERS.
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